IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Devin F. Hosea, et al. Examiner: SHANG, ANNAN Q.

Serial No.: 09/877,974 Group Art Unit: 2424

Filed: June 7, 2001 Docket No.: **60136.0097USI1**

Title: METHOD AND SYSTEM FOR PROFILING ITV USERS AND FOR

PROVIDING SELECTIVE CONTENT DELIVERY

AMENDMENT

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated May 15, 2009, Applicant respectfully requests reconsideration of the application and withdrawal of the rejections in view of the following amendments and remarks.

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 13 of this paper.